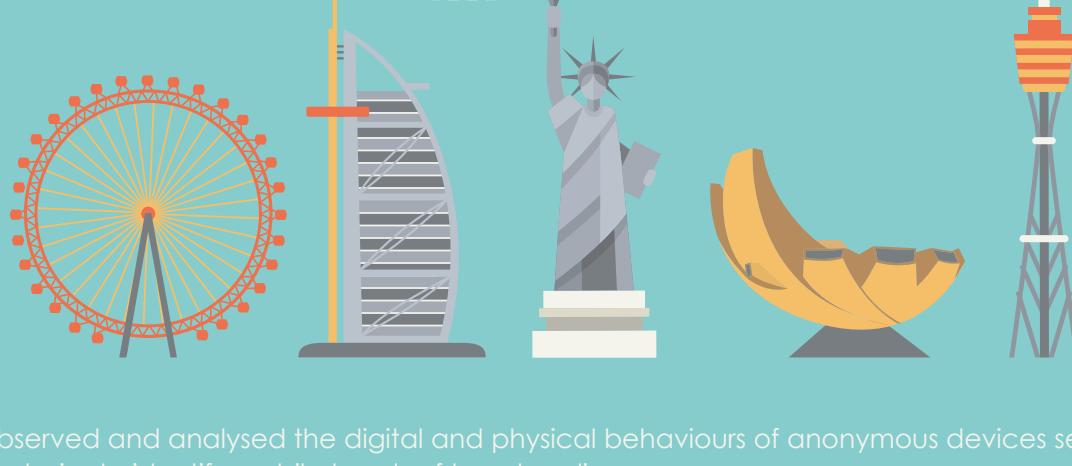




Global Travel & Tourism Trends

London | Dubai | New York | Singapore | Sydney

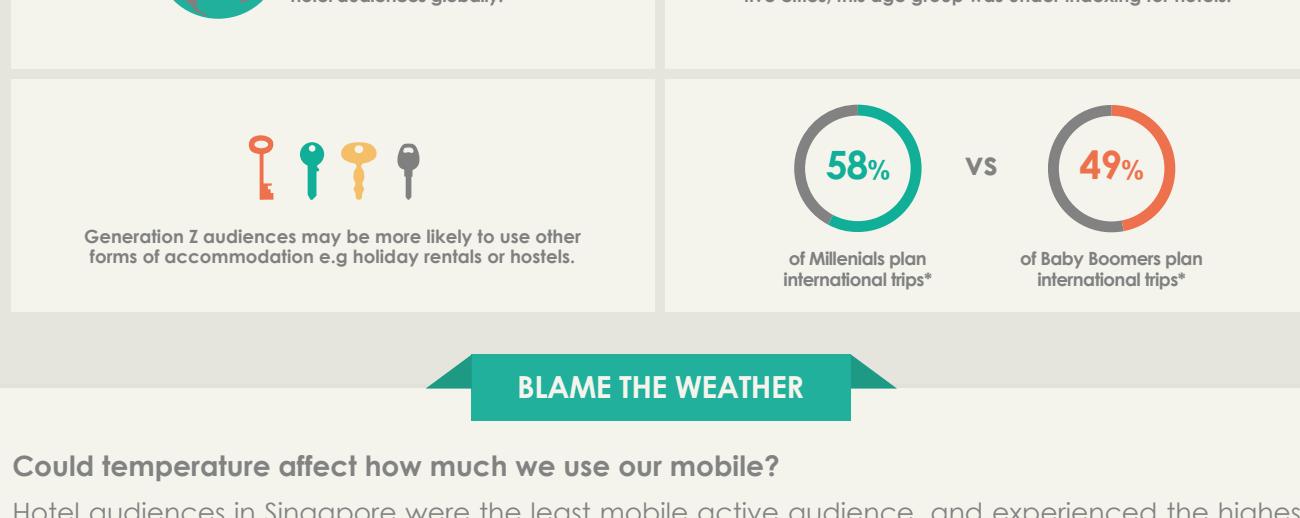


Blis observed and analysed the digital and physical behaviours of anonymous devices seen in global hotel chains to identify mobile trends of travel audiences.

Holiday goers have more choice than ever when it comes to their accommodation, in such a competitive market, with so much variety available, Blis shares **global insights on hotel audiences to better understand their travel behaviours**.

HOTELS: KNOW YOUR AUDIENCE

W | Hilton | Four Seasons | Sheraton | Radisson



BLAME THE WEATHER

Could temperature affect how much we use our mobile?

Hotel audiences in Singapore were the least mobile active audience, and experienced the highest temperature. Hotel audiences in London and New York had significantly higher mobile activity and the lowest temperatures.

Average temperature** and Mobile Session Index (Jan - Mar 2018)



THRIFTY TOURISTS



Does the price of a hotel impact where travel audiences go?

We compared the audience behaviours of Hilton and Four Seasons visitors across five cities. These hotels represented the lower-mid and higher-mid range priced hotels.



73% more Hilton audiences seen at designer stores than Four Seasons audiences.

160% more Hilton audiences seen at fine dining restaurants than Four Seasons audiences.

50% more Hilton audiences seen at tourist attractions than Four Seasons audiences.

Taking In The Sights

Regardless of hotel price, the top tourist attractions in each city remained the same across all hotels.



London
Big Ben

New York
Time Square

Dubai
Burj Khalifa

Singapore
Marina Bay Sands

Sydney
Sydney Tower